

John Roberts

Experienced Program Director, On-Air Personality and Account Executive looking for a fresh start

Muskegon, MI 49442

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Through my many years in radio broadcasting and sales, I have been able to work with numerous clients/customers to build strong relationships and to help make them successful through advertising and marketing, while furthering the missions of each and every radio property that employed me. I also have extensive experience working with non-profits to assist them in fundraising opportunities to reach their goals via on-air promotions and hosting their events.

Working with the public through live events and appearances has also given me the skills to interact with people from all walks of life, and everyone has their own story to tell.

References upon request

Willing to relocate: Anywhere

Work Experience

Program Director/On-air Talent/ Account Executive

WGHN Inc and WMPA (same ownership) - Grand Haven, MI

May 2008 to February 2024

- Various on-air shifts including mornings and afternoon drive
- Upheld integrity of radio station and its values
- Maintained and secured new and existing clients as an account executive
- Supervised and trained employees and interns to adhere to the mission and vision of the company
- Extensive experience with Adobe Audition for commercial recording and production
- Worked with the public and local non-profits to further and enhance the image of the radio station

Morning Show Host

Clear Channel Radio - Muskegon, MI

March 1999 to December 2007

- Hosted morning show
- Public appearances
- Live remotes
- Commercial recording and production

Education

FCC Certification in Broadcasting

Grand Valley State - Allendale, MI

September 1984 to June 1986

Skills

- Account Management
- Business Development
- Sales Management
- Fundraising

Certifications and Licenses

FCC Broadcasting License

Present